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1938

BAUR-STEINKAMP & CO.  
STATION A - - - - - INDIANAPOLIS, INDIANA

# NEW CARNATIONS FOR 1938

(SEE FRONT COVER)



The novelty colors in all flowers are meeting with popular favor these days. There is such a wide range of colors in the carnation, one can find a desired tint of combination to suit any occasion. Every retail grower should have a bench of novelty colored carnations, to cut from as needed. We are offering three varieties that have proven their worth and should meet a ready response.

**YELLOW GOLD.** There is a persistant demand for a clear yellow carnation. In Yellow Gold we have a variety with a clear golden yellow color without markings. It has good average sized blooms carried on strong stems. This variety will soon find a place among the standard cut flower varieties.

**REMEMBRANCE.** This variety comes from the hybridizer of Chief Kokomo, who finds it most useful in his retail work. Its pleasing orchid shade lends itself admirably to corsage and other arrangements where delicate coloring is desired. The flower is about three inches in diameter, borne on good stems and keeps fine. Grows rapidly and blooms very freely. Mr. Knipe (the originator) grows a 5x100 foot bench and keeps it cut close at all times.

**ROYAL PURPLE.** The maroons have come into their own as a boutonier flower for evening dress. There is a very definite place for these purple maroons in high class floral arrangement. Royal Purple has all the requisites of the modern commercial carnation. It has good size, good form, a perfect calyx, good stem and a pleasing purple maroon color that holds its velvety lustre. It makes fine plants and blooms early and freely. You will find many uses for the blooms of this fine variety.

We have made application for patents on these three fine varieties. Privilege grants will be issued to purchasers to propagate without limit and without payment of royalty for their own planting. Delivery will begin in December, 1937, and orders will be filled in rotation as booked.

The price will be \$3.00 per dozen, \$20.00 per 100 and \$150 per 1,000.



Purchasers of one hundred or more cuttings at the above prices will be privileged in future seasons to purchase in lots of 500 or more at the rate of eight cents per cutting.

This offer is made subject to availability of stock, all orders being filled in rotation as received.



**BAUR-STEINKAMP AND COMPANY**

STATION A

INDIANAPOLIS, INDIANA

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## FOREWORD

THE fundamental law of success is order. Systematic arrangement of your thoughts, your plans and your acts assures you against lost time. The foregoing statement being true, it behooves one to immediately plan for the coming season. We therefore submit this 1938 catalog with the hope that you will make a selection therefrom to meet your needs.

We are building for permanence and our organization is glad to extend credit to worthy greenhouse operators. In the past our losses have been below the average in our dealings with conscientious growers. This policy is reflected in the constant increase of orders for our products, for which we thank our many patrons, both in this country and abroad.

The prices quoted in this catalog cancel any previous issue and pertain to rooted cuttings except where noted.

We were fortunate this past season to be the recipients of highest awards on our novelties, receiving the Dorner Memorial Gold Medal on vase of 100 Pink Treasure and the American Carnation Society's Gold Medal as a sweepstakes prize on vase of 100 King Cardinal at the Chicago, Illinois, exhibition, February 8th, 1937. Our seedlings were awarded three silver medals at the Chrysanthemum Society of America meeting in Cincinnati, November 10th, 1937.

Our greenhouses are always open for inspection to florists. All our glass area is now located on State Road No. 29, one-half mile north of Marion County line in Hamilton County, thirteen miles northwest of Monument Circle, Indianapolis, however, our present post office address is Station A, Indianapolis, Indiana.

We cannot allow any cash discount. Unless special terms have been arranged, bills are due the first of the month following date of invoice.

We prefer to ship via Railway Express in severe weather.

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**"KING CARDINAL"**



THE MOST MERITORIOUS

SCARLET

WE EVER INTRODUCED

## CARNATIONS



### **PINK TREASURE** (Patented)

The color of this variety is a medium shade of light pink that is first choice whenever displayed. It resembles Patrician in makeup but grows much taller during the winter months. Pink Treasure was the winner of the Dorner Memorial Medal in 1937, and was disseminated by us last season.

Price \$3.00 per dozen, \$20.00 per 100 and \$150 per 1,000. Purchasers of 100 or more cuttings may in future seasons buy in lots of 500 or more at the rate of 8c per cutting subject to availability of stock.

### **KING CARDINAL** (Patented)

This variety has fulfilled every claim advanced by us two years ago. One of our valued customers who grows for the wholesale cut flower market stated that his King Cardinal produced returns of \$1.25 per square foot of bench space last season. Can you beat that? Ask the florist who is growing King Cardinal. It is a true scarlet, easily handled and makes very few second class blooms.

Price \$2.00 per dozen, \$12.00 per 100 and \$100 per 1,000.

### **CHIEF KOKOMO** (Patented)

The novelty that has become a great favorite where the demand for unusual make-ups is the vogue. The color, pink variegation on yellow ground, is very attractive.

Price \$2.00 per dozen, \$12.00 per 100 and \$100 per 1,000.

### **LIGHT PINK ABUNDANCE** (Patented)

The record of Pink Abundance from which Light Pink Abundance sported leaves no doubt as to possibilities. It has the same blooming habit as its parent. The color is a Daybreak pink. Grow these two pinks and you will always have color from early fall till the end of the season.

Price \$2.00 per dozen, \$12.00 per 100 and \$100 per 1,000.

### **OPAL** (Patented)

Purple Variegated. Great for dainty work. Makes splendid corsages. A gem for the retail grower. Very free bloomer. Will pay for its keep many times.

Price \$2.00 per dozen, \$12.00 per 100 and \$100 per 1,000.

### **TRIUMPH**

A flesh pink that shows promise of being generally grown. It is a well formed flower, with an even flesh color, similar to Enchantress, free and continuous.

Price \$6.00 per 100 and \$50.00 per 1,000.

### **SATELLITE—B. S. & CO.**

A scarlet carnation that will appeal to you with its free production of fine blooms on strong stems and its freedom from split calyces. No culls to worry about. We have plenty of good stock of this variety.

Price \$5.00 per 100 and \$45.00 per 1,000.

### **PATRICIAN—B. S. & CO.**

As a producer of large white blooms of the highest quality in unusual abundance, Patrician has no equal. The blooms are always salable even in early fall and late spring, regardless of heat. Its fine quality and easy culture have made it the most widely known white today. We are again prepared to meet the demand with an especially selected pure white strain of first-class cuttings.

Price \$5.00 per 100 and \$45.00 per 1,000.

### **POTENTATE—B. S. & CO.**

One of the very best keepers among the carnations. Its deep rich crimson purple color and large sized blooms make it the "boutonniere" favorite.

Price \$6.00 per 100 and \$50.00 per 1,000.

### **LENORA—B. S. & CO.**

Pink penciling on white background. Very fine flowers that do not come sleepy in warm weather. Plant this variety in place of Eldora, it being better in every way. Be prepared to meet the increased demand for novelties.

Price \$5.00 per 100 and \$45.00 per 1,000.



The three following varieties were originated by the Bureau of Plant Industry, U. S. Department of Agriculture, Washington, D. C.

### **MAVOURNEEN**

Light pink shade, cameo pink; size of flower, three and one-half inches; plants of easy culture, propagate readily, not susceptible to rust and free flowering; flowers are well-formed and full with good keeping qualities, calyx is non-splitting; stems are long, strong and straight.

Price \$1.50 per dozen, \$8.00 per 100 and \$75.00 per 1,000.

### **CARLOTTA**

Dark pink shade, spinel pink with a rose cast; size of flower three and one-fourth inches; plants of easy culture, propagate readily, free flowering and not susceptible to rust; stem long and strong; flowers well formed and full with good keeping qualities; non-splitting calyx.

Price \$1.50 per dozen, \$8.00 per 100 and \$75.00 per 1,000.

### **RIGOLETTO**

Topsy X Spectrum Supreme; color dark red; shades carmine to ox-blood red; size of flower three and three-fourths inches; plants of easy culture, propagate readily, not susceptible to rust and free-flowering; flowers are well-formed and full with good keeping qualities; calyx is non-splitting; stems are long, strong and straight.

Price \$2.00 per dozen, \$12.00 per 100 and \$100.00 per 1,000.

### **PINK ABUNDANCE—B. S. & CO.**

Won the Marcellus Adams Patten gold medal awarded by the American Carnation Society as the carnation approved of greatest value commercially in its period from 1926 to 1930. We propagate this variety in large quantity. It's the standard in the medium pink class.

Price \$5.00 per 100 and \$45.00 per 1,000.

### **VIVIAN**

A shade deeper than Pink Abundance, but clear and bright. Makes good sized plants in the field, transplants easily and makes good blooms early. We have a nice stock.

Price \$5.00 per 100 and \$45.00 per 1,000.

### **SPECTRUM SUPREME**

The standard scarlet for shipping. Stronger stems than the original Spectrum, much darker color.

Price \$5.00 per 100 and \$45.00 per 1,000.

### **WOBURN**

The standard crimson on account of its wonderful color and all around excellence. Always brings the top price in the cut flower market. Crimson carnations are decidedly in demand these days.

Price \$6.00 per 100 and \$50.00 per 1,000.

### **PURITAN**

White Ivory X Sophelia. A very promising white variety with large flowers, long stems, and good keeping qualities.

Price \$8.00 per 100 and \$75.00 per 1,000.

### **ELEANOR**

A uniform salmon pink color, similar to Pink Delight, that was introduced to the trade last season. It is productive, vigorous, a clean grower and blooms from fall to summer.

Price \$8.00 per 100 and \$75.00 per 1,000.

## VIRGINIA

A light pink that has made a place for itself in the cut flower market with its free continuous blooming habit and good keeping qualities.

Price \$6.00 per 100 and \$50.00 per 1,000.



## CHRYSANTHEMUMS

Sixty cents per dozen, \$3.00 per 100, \$27.50 per 1,000 except where noted.

Our mum stock is clean and in every way in good condition. If you contemplate shading part of your plantings this season, we will be glad to assist you in selecting the proper varieties.

### LARGE FLOWERED

#### White

**MARKETEER (New)**—B. S. & Co., 1938. See description on inside back cover page. Price \$5.00 per dozen, \$7.50 for 25, \$12.50 for 50, \$20.00 per 100 and \$150.00 per 1,000.

**QUAKER MAID**—B. S. & Co., 1927. Plant this variety in early June and take the bud about August 25th to have ready to cut the first week in October.

**WHITE CHIEF**—B. S. & Co., 1930. Plant this to follow Quaker Maid. It has a round pure white bloom, glossy foliage and grows three feet tall. Take the terminal bud.

**AMBASSADOR**—B. S. & Co., 1931. A very good variety for growing either normally or under shade. By shading at different periods we had this variety in bloom from September 15th to November 1st. We consider this our very best medium early white. Take the terminal bud.

**STATELY WHITE**—B. S. & Co., 1935. This is the ideal variety for those who cannot plant until July. Its strong growth makes four foot stems possible when planted as late as July 15th. The bloom is good sized, pure white and incurved. Plant Stately White to bloom between Ambassador and Monument. Take the terminal bud.

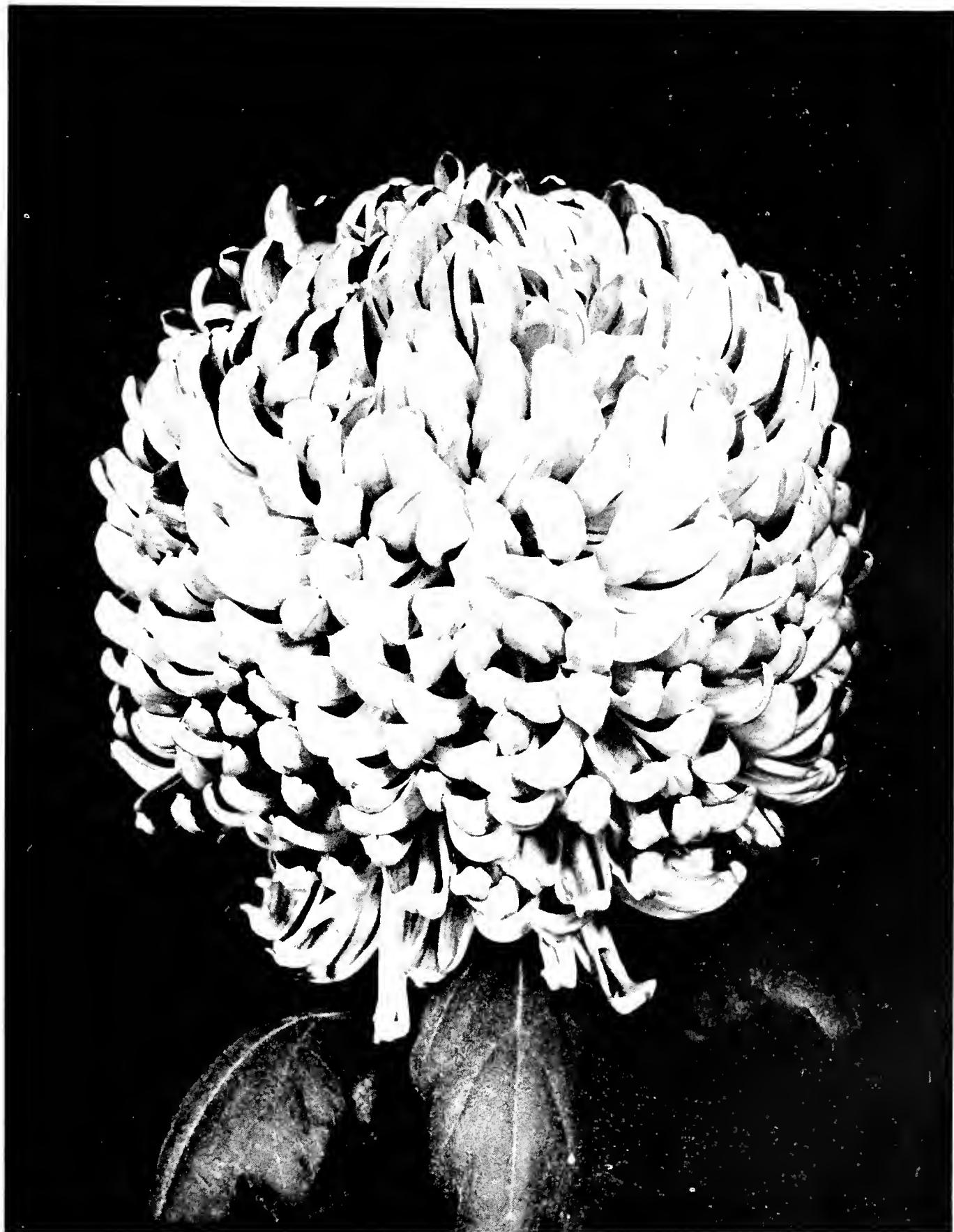
**MARGARET GRAHAM**—B. S. & Co., 1929. This variety is often rated as an equal to Monument. The bloom is pure white and round, the foliage is good and grows four feet tall. Take the terminal to bloom about November 20th.

**MONUMENT**—B. S. & Co., 1924. A great favorite for mid-November. The blooms are large, round, pure white and incurved. Blooms best from terminal bud.

**WHITE DISTINCTION**—B. S. & Co., Sport of Distinction. Possesses the fine commercial characteristics of Distinction. Large incurved flower with rigid stem and good foliage. Clear white color. Blooms in late November.

**CHATTANOOGA**—Grow this for Thanksgiving. Pure white incurved flower. Grows five feet from June planting. Take terminal bud.

**DECEMBER GLORY**—A large pure white incurved flower that matures December 1st and after.



### **INDIANAPOLIS PINK**

We selected this promising sort from a large collection of late mid-season seedlings. Being of compact in-curved form, this novelty adapts itself readily to wholesale handling and long distance shipping. The upper surface of the petals is light lavender, while the reverse is slightly darker. Take terminal bud and it will mature November 12th from June planting.

Price \$5.00 per dozen, \$7.50 for 25, \$12.50 for 50, \$20.00 per 100, \$150.00 per 1,000



### **GOLDEN OAK**

A Thanksgiving golden bronze intensified by artificial light. A vigorous growing commercial with a stiff stem, round formed flower and to our notion surpasses any bronze we ever released maturing as late as November 20th. It has displaced Gladys Pearson with us. Take terminal bud. Grows four feet from June planting.

Price \$5.00 per dozen, \$7.50 for 25, \$12.50 for 50, \$20.00 per 100, \$150.00 per 1,000.

## MANCHUKUO

Winner of the Chrysanthemum Society of America's silver medal of the Cincinnati, Ohio exhibition last November for the best twenty-five sprays of any one variety of seedling pompon (Intermediate type). It's a chestnut sorrel color, produced on perfectly formed sprays, giving a good yield.

Price \$5.00 per dozen,  
\$7.50 for 25, \$12.50 for 50,  
\$20.00 per 100,  
\$150.00 per 1,000



## DERIGOLD

A glistening lemon yellow that grows profusely and tall. A good quality and quantity pompon for basket and spray work. The stem holds the flower erect with much foliage. You want this variety to fill in for November 10th cutting.

Price \$5.00 per dozen, \$7.50 for 25,  
\$12.50 for 50, \$20.00 for 100,  
\$150.00 per 1,000



## BRIGHT SPOT

As the name implies, each flower has a bright spot in the center. As the flower unfolds the outer petals turn a shell pink, giving a pleasing two tone effect. It blooms October 25th. We can recommend the variety to do well under the shading process. You will note from the photo the well branched spray, yet it does not tangle when bunched.

Price \$5.00 per dozen,  
\$7.50 for 25, \$12.50 for 50,  
\$20.00 per 100,  
\$150.00 per 1,000.

## YELLOW

**YELLOW CHIEFTAIN (New)**—A sport of the reliable Chieftain. Possesses all of the characteristics that have made Chieftain so widely grown. Price \$25.00 per 100, \$200.00 per 1,000.

**GOLD LODE**—B. S. & Co., 1927. Plant early in June and take the bud about August 25th in order to cut the first week in October. Can be brought in by September 1st, with shade.

**GOLDEN OCTOBER**—Deep yellow incurved with waxy petals. Grows four feet from June planting, has good foliage and follows Gold Lode to bloom about October 15th, in this section. One of the best early yellows. Take terminal bud.

**CELESTRA**—B. S. & Co., 1929. We rate this one of our very best commercial yellows. Perfectly round bloom, good foliage and strong stem. Follows Gold Lode. Grows four feet from June planting. A good yellow for shading.

**YELLOW AMBASSADOR**—Sport from Ambassador. Grow this yellow sport along with the original white for a pair of unequaled earlies. Can be shaded with the same success as Ambassador.

**GOLDEN GLORY**—B. S. & CO., 1922. Large incurved golden yellow colored flower. Blooms last week in October from terminal bud.

**SUNGLOW**—One of the good second earlies. Bright yellow flower of good size. Grows four feet and blooms in late October. Take the terminal bud.

**COAHOMA**—B. S. & Co., 1932. A bright yellow flower of good size to follow Celestra. One of the best commercial yellows for late October. Very good for shading. Take terminal bud.

**GOOD NEWS**—Clear yellow sport of Detroit News having wonderful substance, good stem and foliage. Blooms in early November. Good for shading. Take terminal bud.

**CORONNA**—B. S. & CO., 1926. A wonderful deep golden yellow colored bloom of good size and substance. Grows about five feet. Take late crown bud for best size.

**YELLOW GOLD**—A bright golden yellow reflexed flower on a tall stem. Blooms the first week in November on terminal bud.

**MRS. WILLIAM THAW, JR.**—B. S. & Co., 1935. A large clear medium yellow that holds exceptionally well. The bloom has good substance and the foliage and stem are good. Grows five feet tall from mid-June planting and four feet from early July planting. Does well when shaded. Comes naturally in November.

**MAJOR BONNAFFON**—One of the oldest existing varieties but still among the best. Yellow color blooming early in November.

**CARDONIA**—B. S. & Co., 1933. Medium size incurved bloom with a wonderful deep yellow color. Blooms November 10th. Take terminal bud.

**FRIENDLY RIVAL**—A deep golden yellow that has become quite popular in the mid-west. Select bud September 10th. Blooms November 10th to 20th.

**YELLOW MONUMENT**—Yellow sport from Monument. Identical in every respect except the color. Needs no further recommendation. Blooms in the middle of November.

**GOLDEN CELEBRATION**—B. S. & Co., 1928. Our choice for late November cutting. Gives high percentage of perfect blooms. Bench late in June or early July. Take terminal bud.

**NELLIE T. ROSS**—Large round bloom with clear bright yellow color. Plant early in July and take terminal bud. Blooms mostly in early December following Golden Celebration.

**GOLDEN PEARSON**—B. S. & Co., 1931. A fine yellow companion to Gladys Pearson from which it sported. Blooms at Thanksgiving time. Take terminal bud.

## PINK

**INDIANAPOLIS PINK (New)**—B. S. & Co., 1938. See description on page 7. Price \$5.00 per dozen, \$7.50 for 25, \$12.50 for 50, \$20.00 per 100, \$150.00 per 1,000.

**LUSTRE**—B. S. & Co., 1928. Plant early in June and take crown bud in late August to bloom the first week in October. Terminal bud will bloom ten days later.

**PINK CHIEF**—B. S. & Co., 1932. Bright rose pink in color and round in form. Plant late in June and take terminal bud for best color. Blooms in middle of October.

**MAJOR EDWARD BOWES**—Large bright pink blooming the middle of October. We have an extra large stock of this popular pink, \$5.00 per 100, \$40.00 per 1,000.

**JUSTRITE**—B. S. & Co., 1929. Bright lavender pink. One of our best for blooming October 15th to 20th. Produces practically all perfect blooms. A strictly commercial variety. Take terminal bud. Responds fine under shade.

**OCTOBER ROSE**—B. S. & Co., 1925. A favorite for late October. Produces a large bloom on a good stem. Take terminal bud.

**OLD ROSE**—B. S. & Co., 1931. Deep lavender pink. Take crown bud for best size and color. One of the best pinks for shading.

**PINK TREASURE**—Similar to Chieftain in color and form but much larger. Blooms November 10th to 15th. Take terminal bud for best color.

**ORCHID QUEEN**—B. S. & Co., 1937. Large incurved bloom of a pleasing shade of orchid pink. The plant is very robust in both stem and foliage, growing to about five feet from early June planting. Blooms second week in November. Perfects an unusually large percent of its blooms. Take terminal bud. Price \$6.00 per 100, \$50.00 per \$1,000.

**DISTINCTION**—B. S. & Co., 1925. A fine commercial pink for mid-November. Grows upright with rigid stem and fine foliage. Large incurved flower with splendid substance. Clear bright pink. Take terminal bud for best color.

**THANKSGIVING PINK**—B. S. & Co. 1921. Deep pink solid reflexed bloom. Blooms late in November and early December. Grows four feet. Stem and foliage perfect. Good for shading and also as a pot plant.

**HELEN FRICK**—A fine lavender pink companion for Thanksgiving Pink. Blooms in late November and early December. Take terminal bud.

## BRONZE

**GOLDEN OAK (New)**—B. S. & Co., 1938. See description on page 8. Price \$5.00 per dozen, \$7.50 for 25, \$12.50 for 50, \$20.00 per 100, \$150.00 per 1,000.

**INDIANOLA**—B. S. & Co., 1928. Plant early in June and take bud in late August for blooms early in October. Terminal bud gives best color but is not so early.

**GOLDEN BRONZE**—B. S. & Co., 1930. Follows Indianola in bloom. Plant in late June and take terminal bud. Large golden bronze bloom that responds well under shade.

**DETROIT NEWS**—Round bloom with very good substance. Good stem and foliage. Blooms in early November and is good for shading. Take terminal bud.

**BRONZE GEM**—B. S. & Co., 1937. The variety to follow Detroit News for commercial growing. Incurved bloom of good average size that holds up well after cutting. Blooms in the latter half of November finishing up for Thanksgiving. Take terminal bud. Price \$6.00 per 100, \$50 per 1,000.

**GLADYS PEARSON**—A good bronze for late November grown extensively for Thanksgiving. Large incurved bloom on a good stem. Take terminal bud for best color.

## POMPON VARIETIES

Sixty cents per dozen, \$3.00 per 100, \$27.50 per 1,000 except where noted.

The pompon's many types and wide variety of colors make it indispensable to the retailer. It has become even more important since the season has been lengthened by shortening the day length with black cloth shade. Some varieties respond under shade much better than others. We will be glad to make up a list of varieties that have responded well for us. All of the varieties are profitable to grow.

## WHITE

**EARLIWHITE**—B. S. & Co., 1934. Resembles Whitewings and is one of the earliest whites. Responds very good to shading.

**SILVER BELLS**—B. S. & Co., 1937. A pure white flower that resembles Nuggets in form. Grows more upright, branches freely and gives a good yield. Well adapted to shading. Price \$6.00 per 100. \$50.00 per 1,000.

**SNOWCLOUD**—B. S. & Co., 1933. Round bloom. Makes fine sprays and is a good second early.

**SEAGULL**—B. S. & Co., 1932. Resembles White Doty but makes a more open spray. Blooms in late October.

**WHITE DOTY**—White sport from Lilian Doty. Fine for disbudding.

**WHITE CAPS**—B. S. & Co., 1925. Pure white, round bloom for early November.

**BOBBY**—A flat type flower with broad florets of a soft creamy white. Flowers one and one-half inches in diameter. Blooms November 15th to 20th.

**YULETIDE**—Pure white for late November and early December.

CHICAGO PEARL—Vigorous grower that blooms for Thanksgiving.

ROYAL QUEEN—A pure white, round, compact flower that blooms in December and could be held for Christmas. One of the outstanding pomps of the current year.

GARZA SUPREME—Anemone. Our stock is especially selected for high cushioned centers. Blooms in December and later.

## YELLOW

DERIGOLD (New)—B. S. & Co., 1938. See description on page 9. Price \$5.00 per dozen, \$7.50 for 25, \$12.50 for 50, \$20.00 per 100 and \$150.00 per 1,000.

IMPROVED RODELL—Earliest yellow.

GOLDEN SPRAY—B. S. & Co., 1937. An early yellow with a fine habit of growth. The color is about the same as that of Nuggets and the flower is the same size as Pink Dot. Blooms in early October. Responds well to shade. Price \$6.00 per 100, \$50.00 per 1,000.

GOLDFINCH—B. S. & Co., 1932. One of the best early yellows. A good variety to be shaded. Blooms October 15th.

AUTUMN GLINTS—B. S. & Co., 1924. Deep yellow with crimson center.

NUGGETS—B. S. & Co., 1924. Best yellow for early November. Does very well as a pot plant.

YELLOW DOT—Yellow sport from Pink Dot. Yellow with crimson center. Good for shading. Blooms November 1st.

VARSITY—Clear yellow button type for early November.

YELLOW DOTY—Bronzy yellow of Doty type but not a sport.

MARY LENNEN HALL—A very good clear yellow that blooms November 5th to 10th. A good producer of good sprays on a strong stem.

YELLOW FELLOW—B. S. & Co., 1924. One of the best yellows for mid-November. Does well in pots.

BRISTOLITE—A very perfect flower with a rich orange color. Strong growth. Blooms November 20th.

PRINCETON—A wonderful large pompon with good stem and excellent spray formation. Color deep golden yellow suffused with orange. Blooms November 15th.

NORINE—Large button type. Fine deep yellow for Thanksgiving.

GOLDEN DOROTHY TURNER—A golden yellow sport of Dorothy Turner blooming in late November.

GOLDEN CREST—A clear yellow for late November.

YELLOW YULETIDE—A pear yellow sport of the well known Yuletide. Blooms in late November.

YELLOW GARZA SUPREME—Yellow sport from Garza Supreme. Blooms in December and later.

## PINK

**BRIGHT SPOT (New)**—B. S. & Co., 1938. See descriptions on page 9. Price \$5.00 per dozen, \$7.50 for 25, \$12.50 for 50, \$20.00 per 100 and \$150.00 per 1,000.

**LILAC**—B. S. & Co., 1930. Bright lavender pink blooming October 15th.

**JEWELL**—B. S. & Co., 1930. Large button type. Our very best early pink for inside, outdoors or for shading.

**BONNIE MAID**—B. S. & Co., 1932. Follows Lilac in bloom. Makes large sprays of a pleasing lavender bloom. Fine for pot plant.

**IRIDESCENT**—B. S. & Co., 1930. A beautiful shading of yellow and pink. Grows good either inside or outdoors.

**LETITIA**—B. S. & Co., 1930. Color improvement of Pink Dot. Same type bloom for late October.

**PINK DOT**—B. S. & Co., 1924. White crimson eye until full open. Cool temperature heightens the color. Blooms in late October.

**ECSTASY**—B. S. & Co., 1937. An unusual shade of clear pink. Grows tall, branches readily and gives a good yield. A good medium early that responds well to shade. Price \$6.00 per 100, \$50.00 per 1,000.

**MRS. NELLIE KLERIS**—Lavender pink of the Doty type. Blooms November 1st.

**ROSE CHARM**—B. S. & Co., 1924. Darker than Lilian Doty. Fine for shading and disbudding. Blooms in early November.

**LAVERA**—One of the best among the medium pink pompon varieties. It has a well formed bloom that comes right for the early November shows. Gives a good yield.

**MASTERPIECE**—A large flower of a rich tourmaline pink. Equally good disbudded or in spray form. Blooms November 15th.

**SILVER TIPS**—B. S. & Co., 1930. Deep pink blooming late in November.

**PAGOSA**—A late dark pink of the same shade as Thanksgiving pink. Blooms in December.

**USONA**—A large, bright pink flower that matures November 20th to 25th in time for Thanksgiving. Very productive with strong upright growth.

## BRONZE

**MANCHUKUO (New)**—B. S. & Co., 1938. See description on page 9. Price \$5.00 per dozen, \$7.50 for 25, \$12.50 for 50, \$20.00 per 100, \$150.00 per 1,000.

**NUBIAN**—B. S. & Co., 1928. Deep bronze blooming in late October.

**JEMIMA**—B. S. & Co., 1932. Bright bronze for either inside or outdoors. Blooms early November.

BOKHARA—B. S. & Co., 1925. A mixture of bright autumn colors. Fine for shading. Blooms October 25th.

CREOLE—B. S. & Co., 1937. A good clear bronze that blooms normally in early November and responds very well under shade. Grows slightly taller than average and gives a good yield of fine sprays. Price \$6.00 per 100, \$50.00 per 1,000.

GOLD DROP—B. S. & Co., 1928. A golden bronze color with a darker center. Blooms November 1st.

FLAME—B. S. & Co., 1933. Bright flaming bronze. Blooms November 1st.

AMOS—B. S. & Co., 1931. Medium bronze for November 10th.

NEW YORK—A nice button-type flower of golden bronze color that blooms November 1st.

ZOE—B. S. & Co., 1933. A light golden bronze for late November.

LEGAL TENDER—B. S. & Co., 1931. Our very best golden bronze for late November. Holds good for Thanksgiving.

GOLDEN TIPS—B. S. & Co., 1930. Bronze with golden tip on each petal. Blooms November 25th.

DOROTHY TURNER—Rich deep bronze for late November.

## RED

ROBIN HOOD—The favorite among the darker colored varieties. The color is rich deep red, has good substance and the flowers are about the size of Nuggets. Makes good sprays and has a heavy yield. Blooms in early November.

GRENADIER—B. S. & Co., 1932. A rich deep red for mid-November.

## SPECIAL

NORMA—Pink petals with yellow anemone center. Its greatest use is for disbudding.

DARK NORMA—A bronze sport from Norma.

WHITE NORMA—A white sport from Norma.

SUZANNE MILLER—A yellow sport from Norma.

THE BELLE—Pure white anemone. Makes fine sprays. Good for pot plant.

GOLDEN GLEAM—A single with a double row of ray florets, primuline yellow with a slight touch of pink in the young flowers. Blooms November 5th to 10th.

PURPLE QUEEN—An aster purple anemone with a lighter reverse and with cushion florets tipped with gold. Flowers are about three inches in diameter. Blooms November 15th to 20th.

RADIANT—A single, bright, English red, three inch flower. Two rows of ray florets add substance to the flowers. Blooms November 5th to 10th.

CRUSAIDER—A light maroon anemone with cushion florets of gold tipped with maroon. Cushion is high and rounded. Flower over three inches in diameter. Blooms November 10th.

ALLADIN--A dark bronze that blooms very early in the season. Well adapted to outdoor culture.

ABSOLUTE—A two toned brilliant bronze single that blooms in mid-November.

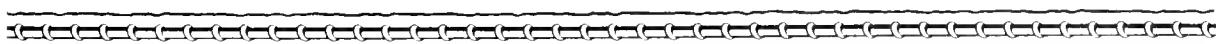




## MARKEEER

**A** LARGE incurved white to follow Monument. This season we had a perfect crop for Thanksgiving. We have loaned this variety to expert growers who consign to the principal markets from New England to Oklahoma and all pronounce it the best in its season. It is easy to handle with dense foliage up to the bloom. Won the Chrysanthemum Society of America's silver medal at Detroit as the best seedling on long stems. Does not lose its ideal round form when grown two or more to the plant. Take terminal bud.

Price \$5.00 per dozen, \$7.50 for 25, \$12.50 for 50, \$20.00 for 100, \$150.00 per 1,000.





### "PINK TREASURE"

**P**INK TREASURE has made good. We are receiving glowing testimonials as to its GROWTH, COLOR, SIZE, STEM, QUALITY and SALES APPEAL.

**GROWTH:**—Resembles Patrician, except that the stems are 25% taller.

**COLOR:**—Classified as a light medium pink.

**SIZE:**—3½ to 4 inches.

**STEM:**—Long, strong and stiff.

**QUALITY:**—Better than any pink novelty we have ever introduced.

**SALES APPEAL:**—Immediately selected by both storeman and retail customer when displayed.

The variety is patented but purchasers are given permission to propagate for their own planting without paying a royalty.

The price \$3.00 per dozen, \$20.00 per 100, \$150.00 per 1,000. 250 at 1000 rate.

Purchasers of 100 or more cuttings at the above prices will be privileged in future seasons to secure 500 or more at the rate of 8c per cutting. This offer is subject to availability of stock.